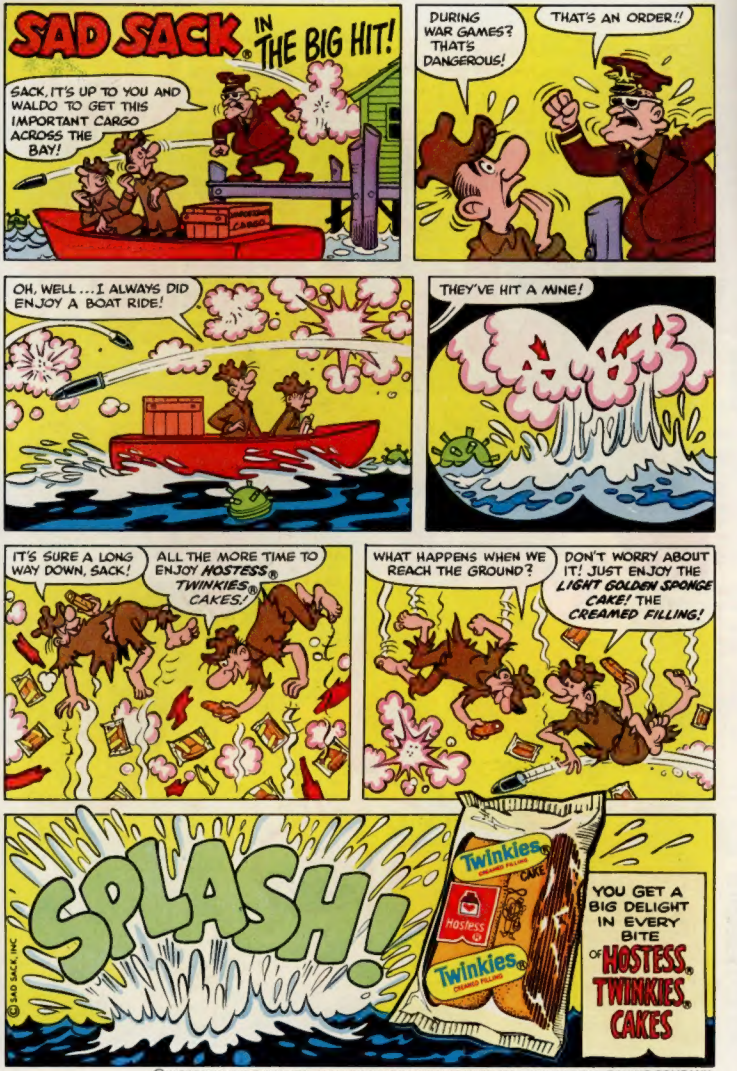
FUNNIEST TEAM OF ALL
RICHIE RICH
THE POOR LITTLE RICH BOY
and
JACKIE JOKER$
HARVEY WORLD
APRIL No. 37
40c
YOU SEE, RICHIE... MONEY TALKS!
AT-CHOO!
YOU'RE CASH-ING COLD!
MAKE ME NEAT!
RICHIE RICH and JACKIE JOKERS
FUNNIEST TEAM OF ALL



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JOHNSON SMITH COMPANY

Dept. 302, 36075 Automation, Mt. Clemens, Mich. 48043

America's Favorite Mail Order Fun House

Since 1914

MONEY BACK GUARANTEE

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Deluxe Alien Hand $6.95

Ugly enough to be real! And all of one in the latest sci-fi movies. Comes in horrible, gooey colors. Bend, set eyes, mouth, etc. Covers full hand. Will vanish time when worn. 4823. Alien Hand $6.95

SLOT Machine BANK

Las Vegas Replica. Take a chance, insert coin, pull "one arm bandit" and watch dials spin. If jackpot is won, the jackpot money will be yours. Measures 6" high. Not for gambling. 4822. Slot Bank $6.50

Secret Stash Safe

Looks like ordinary bound book but opens to reveal reinforced steel box. Keep valuables papers, money, etc. hidden away. 4 x 6 x 1". 4013. Book Safe $2.79

Vibrating Shaver

Simulates the sensation of a rough hand. Add many other uses. Operates on 2 batteries (not incl.). Measures 7" long. 7956. Toy Shaver $1.98

SURPRISE PACKAGE $1.00

Prepaid surprise and bargain parcel. Contents may include gifts, fantasy surplus, special merchandise and much much more. 7999. Package $1.00

9419. Deluxe Surprise Bargain $2.95

POLICE STYLE HANDCUFFS

9563. Handcuffs with Keys $6.95
9548. Handcuff Case $2.25

ELECTRIC SIREN & FLASHLIGHT

Powerful blaster flashlight (bulb not supplied) with built-in protection! Full, heavy duty, chrome finish. 4444 Siren Flashlight $3.96

GIANT SLIMY SNAKE

NEARLY 3 FEET LONG! Realistic, threatening design. Items feel like real thing but are harmless. Imported. Giant Snake $2.95

Dribble Glass

Looks like ordinary glass. Design is part of the glass through. When tipped to drink, liquid flows from secret holes. Watch them when others drink. 7799. Dribble Glass $1.29

Pendant Spy Transmitter

Powerful, will fit pendant like. Magnetic several times original size. Small detonator charge included. Imported. C 9724. Spy Bomb $6.95

AIR CAR HOVERCRAFT RIDES ON AIR!

New HOVERCRAFT glides sky magic over floors, pavement, even WATER! Beats car of the future uses principle of air suspension to ride on cushion of air blown under any surface. Colorful plastic 9" x 6" 12" high. 4" propeller driven by motor powered from battery operated unit. Simply press switch and it's ready to go! Changes in any direction you want. Has motion principles of full size experimental vehicles around in use today. Ready to run, all except for 2 batteries (not included). 1999. Model Craft $6.29

X-RAY VISION

$1.75

Greatest illusion of the century! Apparently see bones thru skin, see thru clothes, see thru wood and metal! Have eye glasses with built-in optical illusion.
3762. X-Ray Specs ..... $1.75 per Pair

V-CONTROL 7-FOOT LIFE SIZE GHOST

LIKE INDOORS & OUTDOORS ACTS LIFE LIKE

You control on secret. Ready to operate. Floats, fade, floats, spooky effects, dans, dances. Includes invisible head & white shroud "body" about 7 ft. overall with rear view zip 50-ft. control line. We developed this flash because of an urgency to get "batches" made. With many scary stunts & instructions.
5747. Ghost $1.29

Hand Timer

Use to time fast, accurate professional events in sports, games, hobbies, sports, etc. Fold pocket watch size with chain and sporty wristband. Start and stop button. Speed, distance, pace calculator. Time to 1/5 sec. Time $1.49

1001 Things Free

Get FREE articles, novelties, books, stamps, coins, stone fortune, games, toys, magic, maps, tips, food-drug samples, hobbies, etc. Also 1001 bargains. Send for free, big, illustrated, fun-filled catalog of over 1000 free and nearly free items. 1010. Things Free Directory $1.18

Rat Finker Light

$2.98

Rat Finker Light. Big dome flashes on & off in bright red light visible for several times sunspot size. Operates on 3 batteries (not incl.). Screw on smooth surface like top of car. Imported. 7955. Flasher $2.98

Unbeatable Self Defense

Learn judo, jiu jitsu, boxing, wrestling, Muay Thai Boxing, Kung Fu, karate, etc. Step-by-step illustrated, easy to understand instructions. Over 200 pages in 5½ x 8½" size. 1981. Book of Self Defense $1.25
1855. Book to Build Mighty Muscles 1.25
1871. How to Box 1.98
1788. Combat Judo 1.98
1787. Professional Wrestling Secrets 1.98

Electric Sound Switch

SUPPLIES LIMITED ONLY $1.95. Turns on lights, appliances, radios, TV sets, tape recorders, windows raises, etc. Operates by sound, voice or any special sound you create. On-mysterious knock & stunts. Great for practical jokes. Operates on 110 V AC. 50/60 cycles. 6061. Voice Command Switch $1.95

Hercules Wrist Band

$1.39

Grabs hugest, most powerful Adjustable Double strap for extra strength. Use your hand only for each arm. Imported. 7112 Back $1.39
Set of 2 ..... $2.75

1001 Insults, Putdowns, Put-Downs

A putdown, barb, sarcastic remark or insult that will be a conclusive for every occasion. Ideal for fun to every occasion, every type person. 1001 Insults $1.95

Powerful Strobe Alarm

Louder than most burglar alarms. Protects Pocket size, but mighty. Has siren, lights and shock operated. Imported. 9270. Alarm $2.95

GREEDY FINGERS BANK

$3.25

Greedy fingers opens the mouth to receive coins. Imported. 3021. Greedy Fingers Bank $3.25

Rubber Snakes with Hinged Mouths

Look so lifelike, you'll scream! Hinged mouths open to reveal realistic fangs and tongue. Imported. 3010. 6 in. Snakes $1.49

"Cramps To Life"

Natural, life-like cramps. Then view relief. Imported. 4837. Wild Cramps Man Rubber Figure $3.95
4838. Wild Cramps Man Plastic Figure $2.95
4835. Postcard $2.95
4833. Bumper Sticker $1.49

Deluxe Revolving Police Style Warning Light Only $6.98

Revolves just like authentic police emergency light. Flashes 60 times per minute (one each second). Also makes excellent psychedelic party light. Revolving gear unit—the heart of most with brilliant red beams revolving around room. Has powerful motor and base for heat enhancement. Allows 6" opening. Operates on 110 V AC.
9827. Revolving Police Light $6.98

Kindscope Baby Shave Cream

$2.19

Baby shaves with real shave cream! Just like Daddy's and you can't smell it. Mouth flavored bubble gum everywhere! Dodo-green color. Net weight 9-oz. shave cream. 2 oz. bubble gum. Imported.
Kindscope $2.19

Shave. Great way to get a head start on Daddy's beard. Imported.
2001. Dog Shape Cream $3.96

Penny in Bottle

Mystery Lucky Pocket Penny Charm. Is it real or just a penny? Fully formed penny appears to be inside glass bottle. Only penny in bottle. Only $3.95

Penny-in-Jug $3.95

Penny in bottle, Unbelievable! Penny is inside a heavy glass jug.
2001. Dog Shape Cream $3.96

Magnet Lifts 100 Pounds!

Lifts up to 100 Pounds STEEL! Tested & proven on STEEL! Tested & proven on the U.S. Navy Destroyer USS McKEAN. On amazing stunts. Imported.
1001 Lifts 10 lbs. $1.50
4006. Lifts 50 lbs. $3.50
4008. Lifts 100 lbs. $5.00

Motorized Submarine

$2.89 $2.29

Sturdy 7¾" plastic submarine runs through water on propeller driven by fully underwater motor. Runs on pen-cell battery (not incl.). Imported. Motorized Submarine $2.89

GIANT BALLOONS

$5.26

8 - Ft. Long BALLOONS

Weather balloon measures 8 feet in diameter when inflated. Great for advertising stunts, science, fun, etc. Can be used for rides. Imported.
2010. 8 Ft. Balloon $5.26

SPY "PEN" RADIO

Real Working Radio Hidden in Pen Case!

Fits Into Your Pocket Like Pen!

Hear SPORTS, MUSIC, LECTURES AND EVENTS as officials, actors, bad, etc. Store microscope like underground pen. Tiny sensitive radio receiver. Tiny earphone. Tiny antenna. Tune in your station in your area, although reception will vary from place to place. No air waves required. NO BATTERIES NEEDED. Solar cell powers radio through ground. Germanium diode type radio picks up radio waves from air. Ground wire and earphone are connected to metal object. Complete ready-to-play. Money back if not delighted.
2062. Pen Radio $3.99

VENTRILOQUIST DUMMY

$3.25

Exclusive Imported Magician **Make Him Move. Act Life-Like. Speak to Talk. Sing. Laugh.**

3 all-vinyl, 16 inch dummy with controls in volume mouth and movable head. No practice needed. Talks at once. Make ball sit, stand, move dance with all arms! Fully dressed in colorful sailor suit. Molded plastic natural black head. Moveable arms and legs. INCLUDED FREE: 6 GREAT Lessons on How to Throw Your Voice (with or without dummy). Fool friends as you're seen to speak in your own voice, accent, tone.
6196. Archie The Dummy $3.25
6075. Double The Dummy $6.95

ELECTRONIC LIE & LOVE DETECTOR

USEFUL & FUN GREAT GIFT!

Beginners emotions, nervousness, fear, excitement. Reveals relatives for fun, to settle arguments, bets, for party fun, scientific and psychological experiments. Works similar to expensive polygraph to detect lie of man pulsating in body. Imported. Complete with instructions. Easy to use. Hand-held electronic. Easy-view dial. Operates on batteries. About 4"x3". Operates on standard batteries (not incl.). Imported.
9109. Lie/Love Tester $6.98

Giant Gag Chicken

$6.96

Full size, realistically colored, feathered chicken. Ideal for giving effective in any of a number of gag situations. Imported.
3045. Chicken $6.95

World's Smallest Dictionary

Only 1¼ x ¾" but has nearly 13,000 words. Miracle of printing. Introduces you to many subjects. Can be used as a magnifying glass or pocket flashlight. Imported.
3035. Mini Dictionary $3.95

BIRD WARBLER WHISTLE

Fill with water & it plays. Dip in & it plays just like a real, song bird! Gorgeous trinket. Imported.
3475. Bird Whistle, 2 for $1.00

Black Light Bulb

Fluorescent Green Objects Glow Brilliantly. Use for decorative lighting, art experiments, party entertainment, etc. Imported.
8119. Black Light $2.49

Be Taller Instantly

Look taller instantly! Add your appearance. Build your confidence. Be more comfortable with the opposite sex. Wear shoes. Only once this secret.
4007. Height Builders $2.79

Deluxe Make-Up Set

Actress' make change kit. Contains all basic colors for masquerade in realistic 10-21 grease paint sticks. Create clown, monster, sick, pale, phantom appearance, etc. 6 x 7 set of permanent plastic case.
9100. Make-Up Set $3.50

Make Up Kit

$1.19

Has all basic colors for masquerade. 7 paper for application.
7001. Make-Up $1.19

Rock Star and Horror Effects

Lips, talons, some disguise, mascaras, etc.
7001. Make-Up $1.98

MIDGET CAMERA

$1.95

Guaranteed To Take Pictures! Rare & antique Collectors items! 1.27 Film Takes 16 pictures on 21/8 x 3" roll film and can be developed anywhere or develop yourself. Camera has nice, sharp coverage each 3¾ x 5¼ x 2". Weighs less than 2 oz. For outdoor, indoor, and candid photography. Has sturdy plastic construction. With eye-level finder and simple action shutter with lens.
64900. Midget Camera $1.95
64901. Midget Camera 10" Dia. set $1.95
64903. Refill Color Film, roll $1.99

Plastic Flask

$3.96

E-Z washing, big type. Nothing to break. Holds approximately 8 ounces. Imported.
4001. Flask $3.96

Pocket Secretary

Has 6 writing leads and 2 leaves that at any messages. Includes blank Learn To Draw Kit, Secret Code Set, Straight Flushes Kit, 3 Mini Books.
9130. Pocket Secretary $3.95

Electric Ice Set

$4.95

Complete model train set with electric motor for standard battery. Runs on desk top for many fun filled hours on 1 "AA" battery. Tracks can be gather instantly for quick set-up or storage. Includes 2 cars with authentic-looking detailed wheels and couplers. Set includes 16 pieces of tracks & 2 transformers.
9132. Train Set $4.95

Crazy-Action Billiard Balls

Use with pool cue or as a genuine game of billiards. Set of nearly full-sized balls and your unsuspecting victim has a. Wanders anywhere all over table with strangest "English" you've ever seen. Imported.
2941. Crazy Cue Ball $4.95
2947. Crazy 5 Ball $4.95

Self-Stick Rainbow Letters

Distinctive, Mylar flexible letters in fun of a rainbow of colors. Ideal for signs, posters, greeting cards, etc. For indoor or outdoor use. Just peel off & stick on any smooth surface. 108 1" letters, numbers & symbols.
7207. Rainbow Letters $2.50

Play Harmonica In Minutes

Play popular songs by ear—notes or numbers in minutes. Fine quality pocket harmonica with full professional range. 24 brones reeds. Nickel plated cover. With instructions, popular songs and musical terms in collection.
3760. Harmonica Set $3.75

Hypnotism Record — $1.99

Have a hypnotist in action. 7" 33 LP x 45 RPM record. Hypnotize friends and family. Side 1 individual & group hypnotism. Side 2 self-hypnotism.
6197. Hypnotism Record $1.99

Free 1980 Catalog 1600 Novelties

World Famous catalog of novelties, pranks, jokes, cloth patches, buttons, scientific supplies, chemistry sets, stamps & coins, magnifiers, telescopes, optical goods, jewelry, magicians, mind reads, stamps, coins, puzzles, fortune tellers, games, tricks, ideas & accessories, science fairs, hobby & artist supplies, stamps, models, space, books, models, disco items.

1 Year - Send Me 10¢ Coin Catalog. I have enclosed 10¢ postage (Canada 50¢).

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SUBTOTAL	
Handling	50¢
TOTAL	

Print Name

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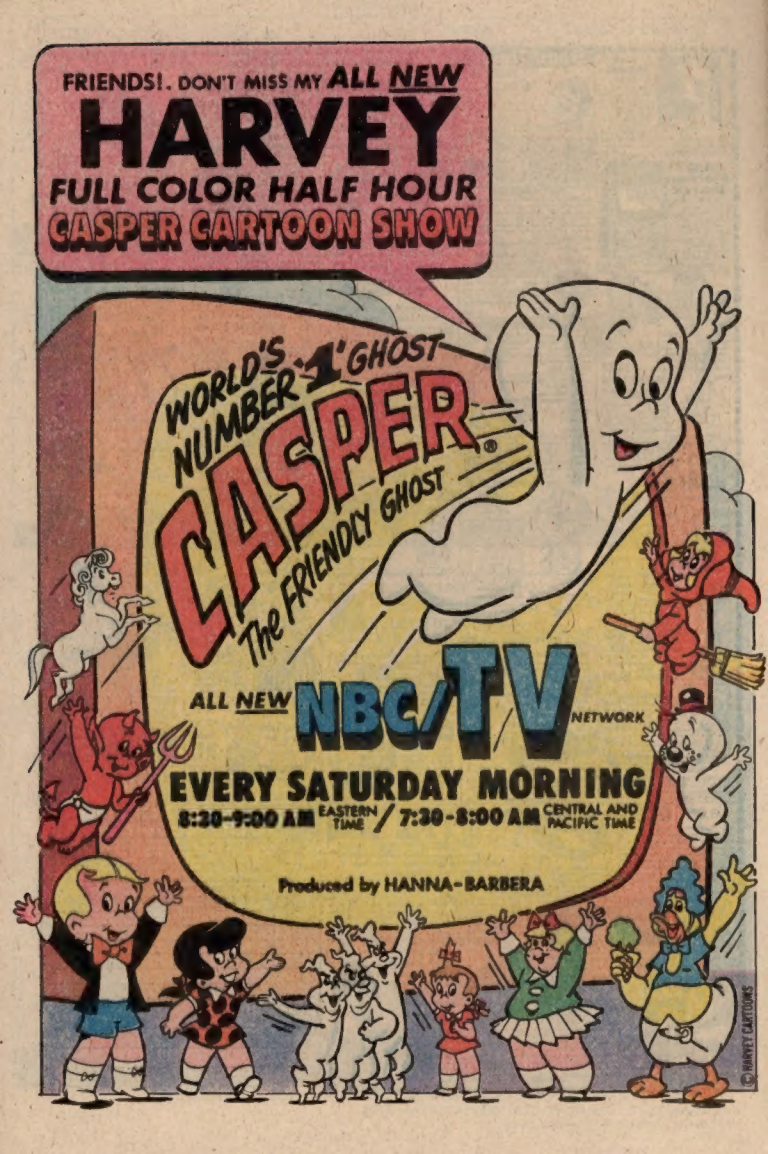
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HARVEY
FULL COLOR HALF HOUR
CASPER CARTOON SHOW
WORLD'S #1 GHOST
CASPER
The FRIENDLY GHOST
ALL NEW NBC TV NETWORK
EVERY SATURDAY MORNING
8:30-9:00 AM EASTERN TIME / 7:30-8:00 AM CENTRAL AND PACIFIC TIME
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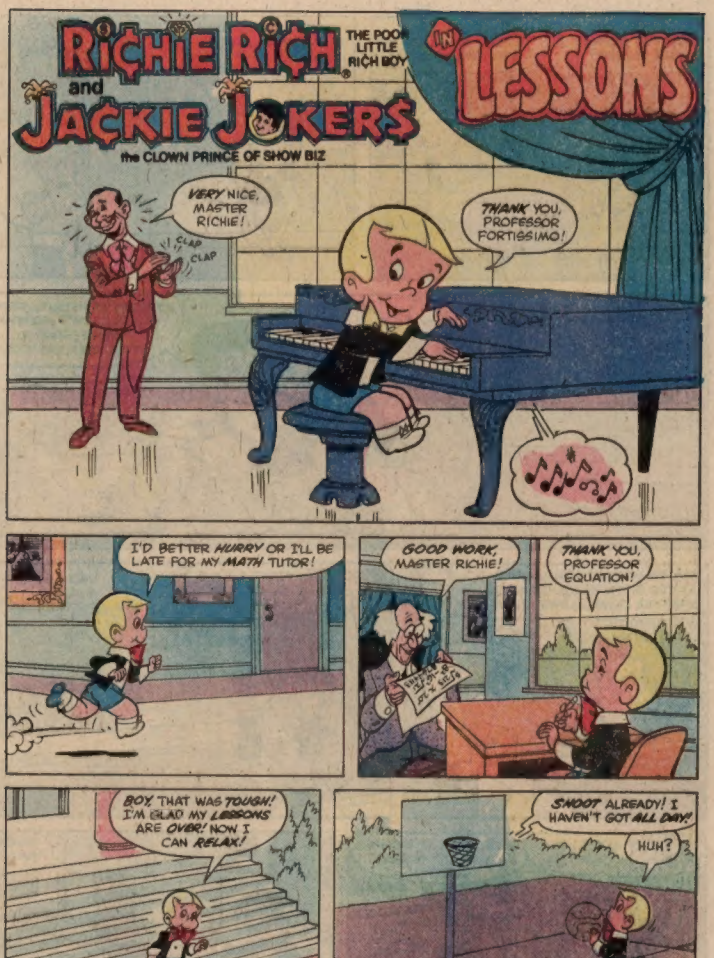

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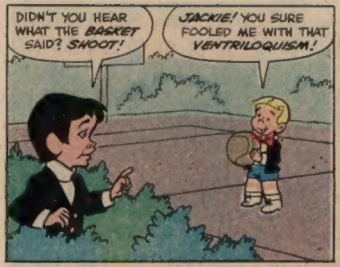
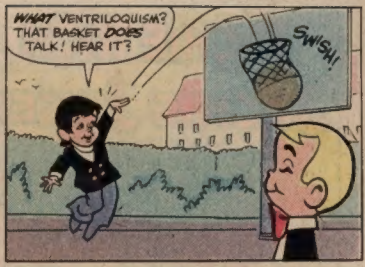
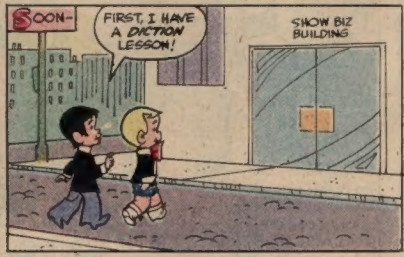
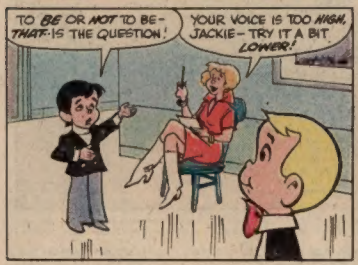

DIDN'T YOU HEAR WHAT THE BASKET SAID? SWOOT!
JACKIE! YOU SURE FOOLED ME WITH THAT VENTRILOQUISM!

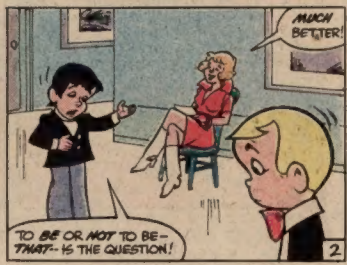

WHAT VENTRILOQUISM? THAT BASKET DOES TALK! HEAR IT?
SWISH!

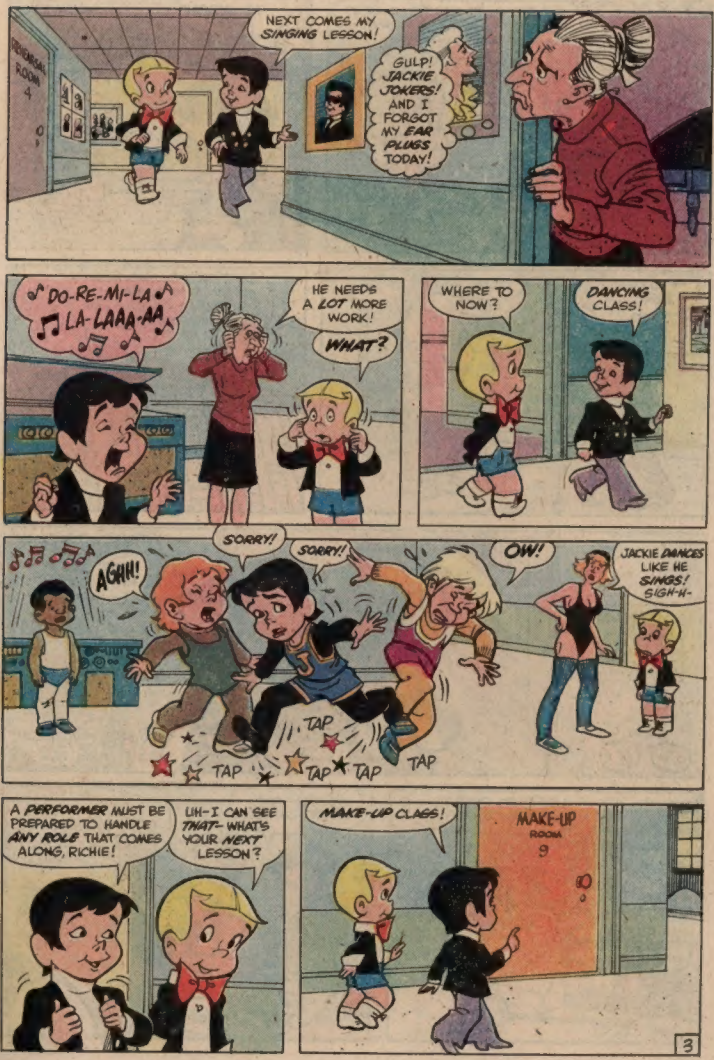
HOW DID YOU LEARN TO THROW YOUR VOICE SO WELL?
LESSONS! CONSTANT LESSONS! YOU WOULDN'T BELIEVE THE LESSONS A PERFORMER HAS TO TAKE!
BAP
BAD

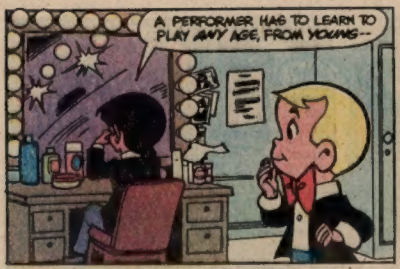
SAY, I'M TAKING SOME LESSONS OVER AT THE SHOW BIZ BUILDING TODAY! WANT TO COME ALONG AND WATCH?
SURE!

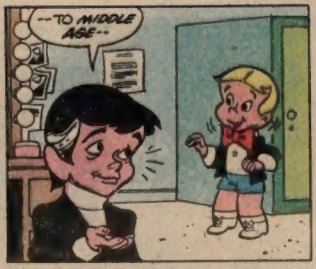

SOON-
FIRST, I HAVE A DICTION LESSON!
SHOW BIZ BUILDING

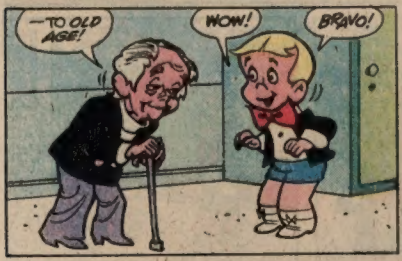

TO BE OR NOT TO BE- THAT- IS THE QUESTION!
YOUR VOICE IS TOO HIGH, JACKIE- TRY IT A BIT LOWER!

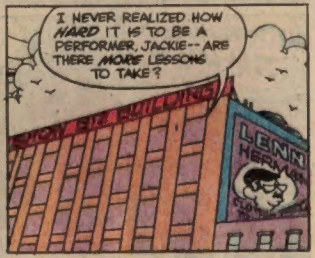

MUCH BETTER!
TO BE OR NOT TO BE- THAT-- IS THE QUESTION!
2

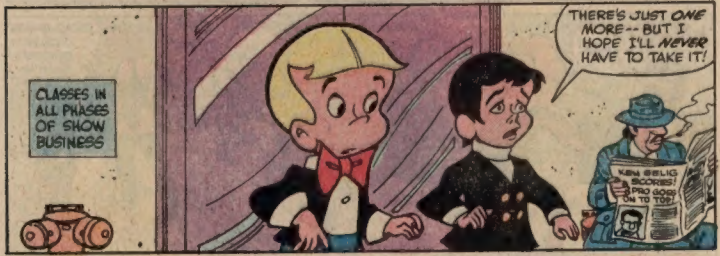

NEXT COMES MY SINGING LESSON!
GULP! JACKIE JOKERS! AND I FORGOT MY EAR PLUGS TODAY!
DO-RE-MI-LA LA-LAAA-AA
HE NEEDS A LOT MORE WORK!
WHAT?
WHERE TO NOW?
DANCING CLASS!
AGH!!
SORRY!
SORRY!
OW!
JACKIE DANCES LIKE HE SINGS! SIGH-H-
TAP
TAP
TAP
TAP
A PERFORMER MUST BE PREPARED TO HANDLE ANY ROLE THAT COMES ALONG, RICHIE!
UH-I CAN SEE THAT- WHAT'S YOUR NEXT LESSON?
MAKE-UP CLASS!
MAKE-UP ROOM 9
3

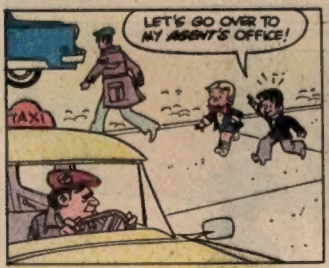

A PERFORMER HAS TO LEARN TO PLAY ANY AGE, FROM YOUNG--


--TO MIDDLE AGE--

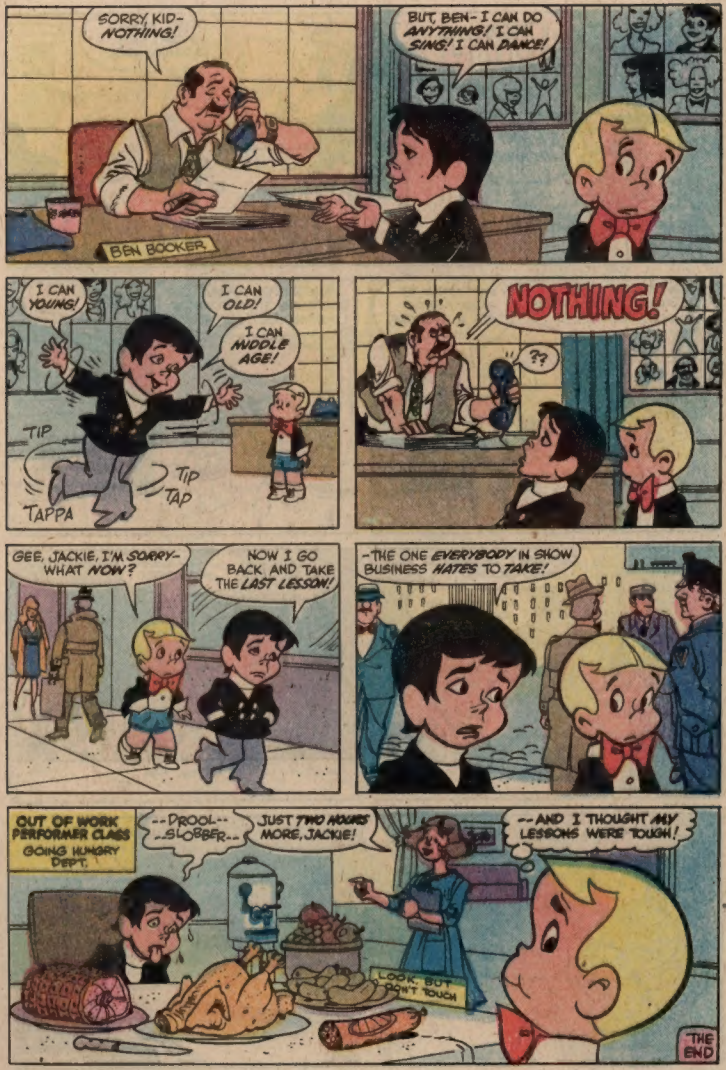

--TO OLD AGE!
WOW!
BRAVO!

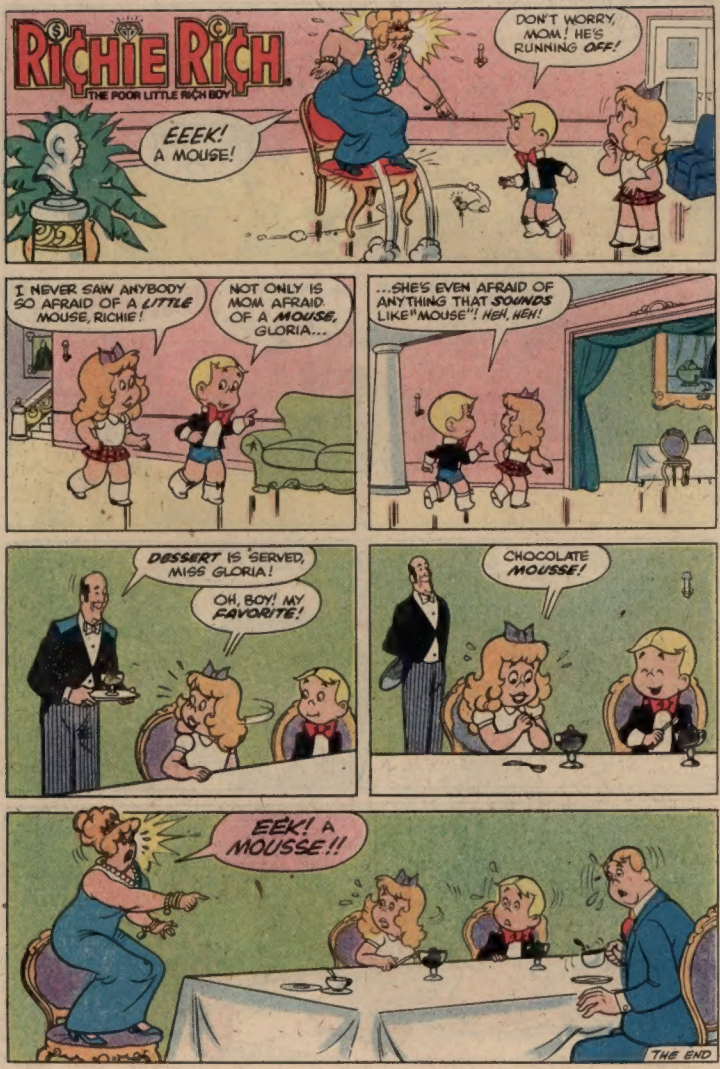

I NEVER REALIZED HOW HARD IT IS TO BE A PERFORMER, JACKIE-- ARE THERE MORE LESSONS TO TAKE?


CLASSES IN ALL PHASES OF SHOW BUSINESS
THERE'S JUST ONE MORE-- BUT I HOPE I'LL NEVER HAVE TO TAKE IT!


LET'S GO OVER TO MY AGENT'S OFFICE!
TAXI

HI, BEN- ANY JOBS FOR ME?


SORRY, KID- NOTHING!
BUT, BEN- I CAN DO ANYTHING! I CAN SING! I CAN DANCE!
BEN BOOKER
I CAN YOUNG!
I CAN OLD!
I CAN MIDDLE AGE!
TIP
TAPPA
TIP TAP
NOTHING!
??
GEE, JACKIE, I'M SORRY- WHAT NOW?
NOW I GO BACK AND TAKE THE LAST LESSON!
-THE ONE EVERYBODY IN SHOW BUSINESS HATES TO TAKE!
OUT OF WORK PERFORMER CLASS GOING HUNGRY DEPT.
--DROOL-- --SLOBBER--
JUST TWO HOURS MORE, JACKIE!
--AND I THOUGHT MY LESSONS WERE TOUGH!
LOOK BUT DON'T TOUCH
THE END


RICHIE RICH
THE POOR LITTLE RICH BOY
EEEK! A MOUSE!
DON'T WORRY, MOM! HE'S RUNNING OFF!
I NEVER SAW ANYBODY SO AFRAID OF A LITTLE MOUSE, RICHIE!
NOT ONLY IS MOM AFRAID OF A MOUSE, GLORIA...
...SHE'S EVEN AFRAID OF ANYTHING THAT SOUNDS LIKE "MOUSE"! HEH, HEH!
DESSERT IS SERVED, MISS GLORIA!
OH, BOY! MY FAVORITE!
CHOCOLATE MOUSSE!
EEK! A MOUSSE!!
THE END

Hey Kids, have as much fun in Fruit Stripe Land as you do chewing Fruit Stripe Gum.

Q: There are two delicious Fruit Stripe Gums to choose from. What are they?

A: Fruit Stripe Regulars and Fruit Stripe Bubble Gum.

Q: Why do we put all those wild, colorful, fruity stripes on every single stick?

A: To show you that's cheese-tacious fruity Fruit Stripe Flavor.

Q: There's a whole herd of flavors inside every pack. How many can you find?

A: Lemon, Orange, Cherry, Lime, Grape and Bubble Gum flavor, too.

Q: What are the four different kinds of big, juicy, easy-to-blow bubbles?

A: Cherry, Grape, Lemon and Bubble Gum.

It sure was fun galloping through Fruit Stripe Land with you.

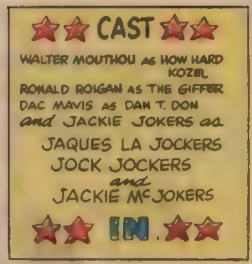
Regular and Bubble Gum

Fruit Stripe Gum

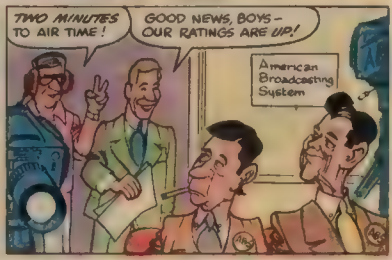
means

Fruit Stripe Fun

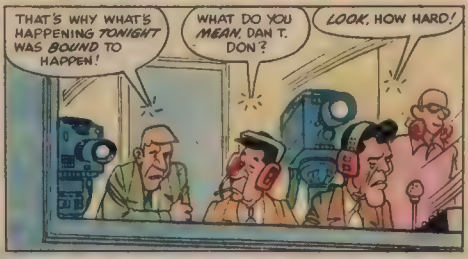
EACH MONTH WE WILL BRING YOU JACKIE IN ANOTHER OF HIS FAMOUS MOVIE, NIGHTCLUB OR TV ROLES ...
JACKIE JOKER$ TV SPECIAL

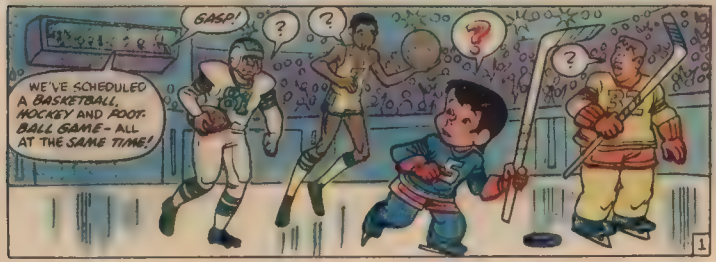

CAST
WALTER MOUTHOU as HOW HARD KOZEL
RONALD ROIGAN as THE GIFFER
DAC MAVIS as DAN T. DON
and JACKIE JOKERS as
JAQUES LA JOCKERS
JOCK JOCKERS
and
JACKIE McJOKERS
IN

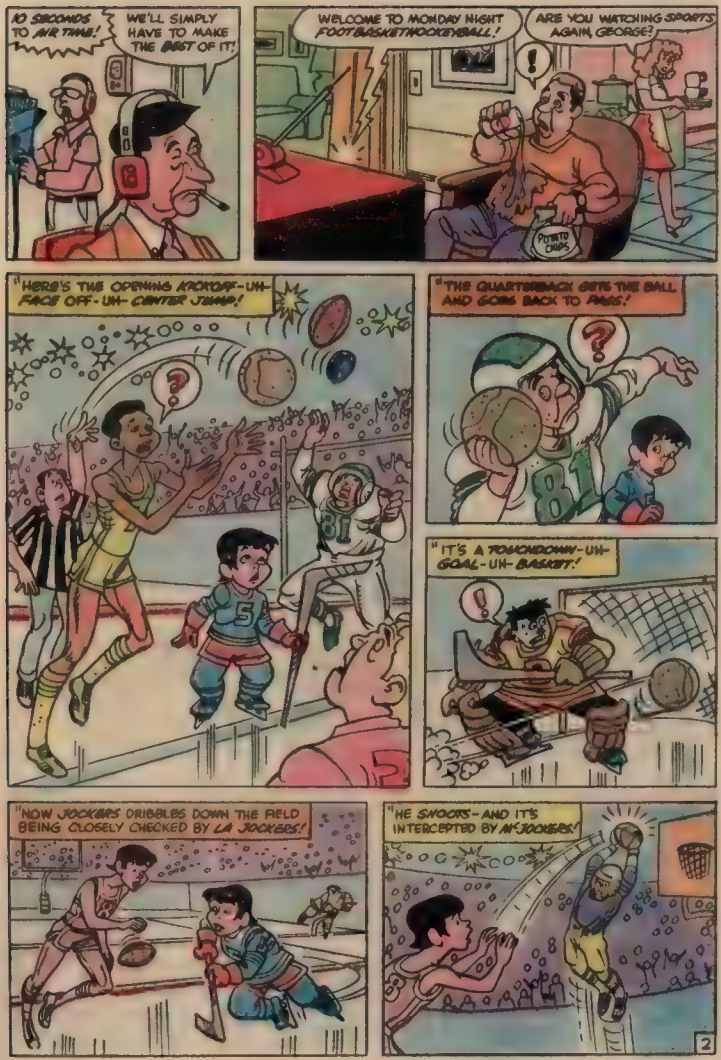
MONDAY NIGHT
FOOT
BASKET
BALL
HOCKEY


TWO MINUTES TO AIR TIME!
GOOD NEWS, BOYS – OUR RATINGS ARE UP!
American Broadcasting System

THE VIEWING PUBLIC WANTS MORE AND MORE SPORTS AND ABS IS GOING TO GIVE IT TO THEM!

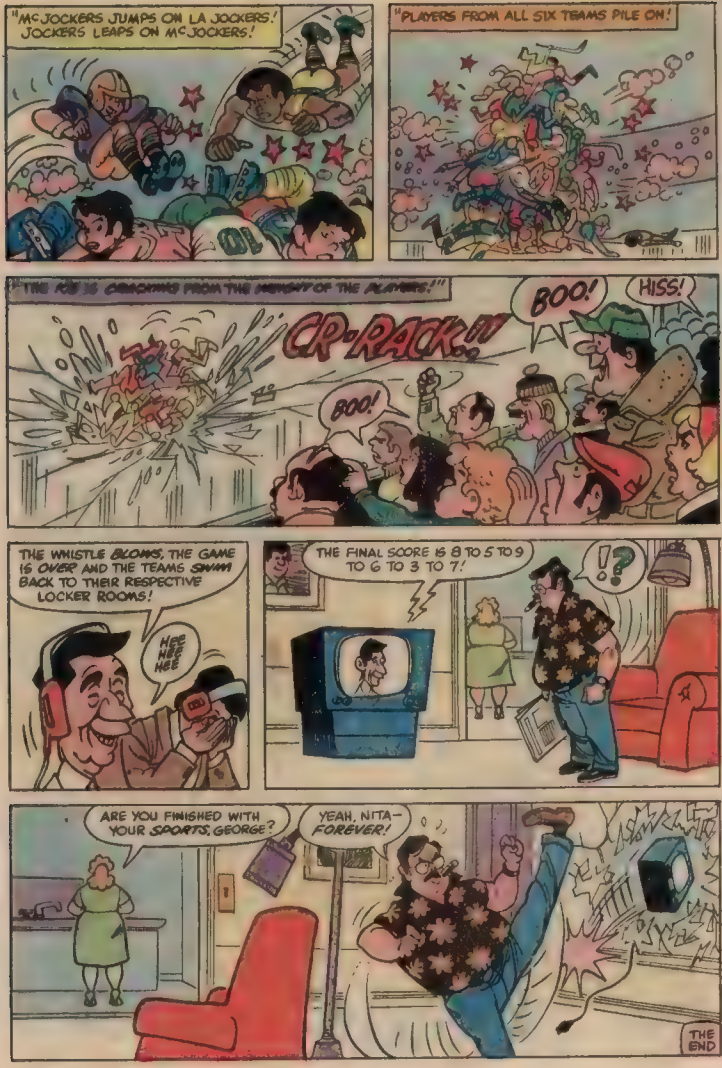

THAT'S WHY WHAT'S HAPPENING TONIGHT WAS BOUND TO HAPPEN!
WHAT DO YOU MEAN, DAN T. DON?
LOOK, HOW HARD!


GASP!
WE'VE SCHEDULED A BASKETBALL, HOCKEY AND FOOTBALL GAME – ALL AT THE SAME TIME!
1


10 SECONDS TO AIR TIME!
WE'LL SIMPLY HAVE TO MAKE THE BEST OF IT!
WELCOME TO MONDAY NIGHT FOOTBASKETHOCKEYBALL!
ARE YOU WATCHING SPORTS AGAIN, GEORGE?
POTATO CHIPS
"HERE'S THE OPENING KICKOFF-UH-FACE OFF-UH-CENTER JUMP!
"THE QUARTERBACK GETS THE BALL AND GOES BACK TO PASS!
"IT'S A TOUCHDOWN-UH-GOAL-UH-BASKET!
"NOW JOCKERS DRIBBLES DOWN THE FIELD BEING CLOSELY CHECKED BY LA JOCKERS!
"HE SHOOTS-AND IT'S INTERCEPTED BY M'JOCKERS!
2

"MC JOCKERS IS ON THE 40... THE 30...
"HE'S BODYCHECKED AND FUMBLES TOWARD THE GOAL...
THUMP!
"...WHERE THE GOALIE MAKES A SPECTACULAR SAVE!
WHAM!
HOOOSHHHHH-
"THE REBOUND IS TAKEN BY LA JOCKERS WHO FALLS ON IT- UH- THEM!
"HERE COMES A FIELD GOAL ATTEMPT FROM THE FOUR LINE!
THE SOCK IS UP--
"-AND IT'S GOOD AS THE FIRST PERIOD- UH- QUARTER- COMES TO AN END!"
?
SPORTSWORLD
LENNY HERMAN WINS MVP AWARD
3

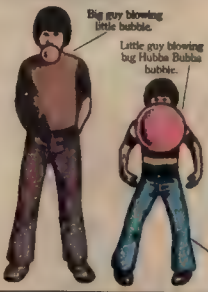
. NOTHING LIKE AN EXCITING MATCH BETWEEN SIX EQUAL TEAMS, EH, BOYS?
I'D GIVE ANYTHING TO KNOW WHAT'S GOING ON IN THE LOCKER ROOM RIGHT NOW!
THE FOOTBALL LOCKER ROOM IS DOWN THE HALL! THIS IS THE HOCKEY ROOM!
YOU'RE NUTS!
THIS IS OUR LOCKER ROOM, SHORTY!
THERE'S NO LOCKERS FOR GHOSTS!
-AND THE SECOND HALF, OR QUARTER, OR PERIOD IS ABOUT TO BEGIN AS THE TEAMS TAKE THE FIELDS!
"JOCKERS, THE SEVEN FOOT CENTER GETS THE, UH, BALL--
?
WAD BAD
"-AND STUFFS IT IN THE NET!
STUFF!
!
"THE GOALIE TAKES EXCEPTION TO THAT PLAY!
SWISH!
4


"McJOCKERS JUMPS ON LA JOCKERS! JOCKERS LEAPS ON McJOCKERS!
"PLAYERS FROM ALL SIX TEAMS PILE ON!
"THE ICE IS CRACKING FROM THE WEIGHT OF THE PLAYERS!"
CR-RACK!!
BOO!
BOO!
HISS!
THE WHISTLE BLOWS, THE GAME IS OVER AND THE TEAMS SWIM BACK TO THEIR RESPECTIVE LOCKER ROOMS!
HEE HEE HEE
THE FINAL SCORE IS 8 TO 5 TO 9 TO 6 TO 3 TO 7!
!?
ARE YOU FINISHED WITH YOUR SPORTS, GEORGE?
YEAH, NITA— FOREVER!
THE END

GUMFIGHTING DO'S AND DON'TS.

The first thing to do—pick the right chew. Hubba Bubba.® The soft and juicy bubble gum with amazing no-stick bubbles.™ Then proceed with this simple yet effective gumfight drill: (1) Begin blowing bubble. Note Hubba Bubba's incredibly large bubble. (2) When the Hubba Bubba bubble breaks do not be alarmed. (3) Simply remove Hubba Bubba from your face. That's right, simply remove and replace in mouth. Return to step 1. Repeat drill ten times.

THE PROPER STANCE.



YOUR SIZE IS NOT IMPORTANT.

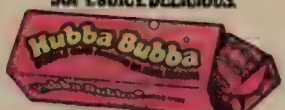
The size of your bubble is. And that means choosing the right bubble gum—Hubba Bubba. Because when it comes to great, big, fat bubbles, nothing sizes up to a Hubba Bubba bubble.

ACCEPT NO SUBSTITUTES.

This boy did. And now instead of wearing a smile, he's wearing a paper bag over the bubble gum stuck to his face. Definitely not soft and juicy Hubba Bubba Bubble Gum. Does Hubba Bubba really work? Absolutely! Hubba Bubba is gumfighter tested and approved.

So pick up a pack of Hubba Bubba in original or mint flavor. Enjoy that soft, juicy, delicious taste. Plus those great, big Hubba Bubba bubbles that won't stick to your face.

SOFT. JUICY. DELICIOUS.



BIG BUBBLES. NO TROUBLES.

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Geographic availability may vary.

Hi, FRIENDS!..

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are ready for YOU on

THURSDAYS
FRIDAYS
SATURDAYS
SUNDAYS

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JAN.

(DEC.) 27
RICHIE RICH BILLIONS
RICHIE RICH VAULTS OF MYSTERY
RICHIE RICH SUCCESS

JAN. 3
RICHIE RICH and GLORIA
RICHIE RICH MONEY WORLD
RICHIE RICH CASH

JAN. 10
RICHIE RICH and CADBURY
DEVIL KIDS STARRING HOT STUFF
RICHIE RICH and REGGIE

JAN. 17
RICHIE RICH and CASPER
SAD SACK and the SARGE
RICHIE RICH and JACKIE JOKERS

JAN. 24
RICHIE RICH THE POOR LITTLE RICH BOY
RICHIE RICH DOLLARS AND CENTS
RICHIE RICH PROFITS

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WORLD-FAMOUS Sea-Monkeys are **SO** full of surprises you can't stop watching them! They swim, play, scoot, race and do comical tricks and stunts. So easy to grow even an 8-year old child can do so without help. Raise a Sea-Monkey family consisting of Mom, Dad and their babies, in an ordinary milk glass. Because they eat so little and are so clean, they hardly need any care although they **LOVE** attention. If **YOU** like pets, you will **LOVE** owning **SEA-MONKEYS!** Best of all, we show you how to make them appear to obey your commands, follow a beam of light, do loop-the-loops and even seem to dance when you play a record or tape.

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MONEY-BACK GUARANTEE

Caricatures shown not intended to depict *Artemia*

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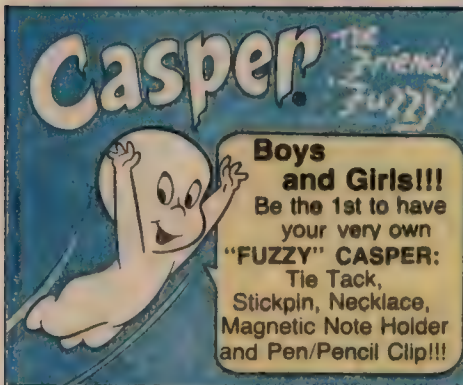

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"FUZZY" CASPER:
Tie Tack, Stickpin, Necklace, Magnetic Note Holder and Pen/Pencil Clip!!!

FIRST TIME OFFERED!!

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(PLEASE PRINT) TOTAL $

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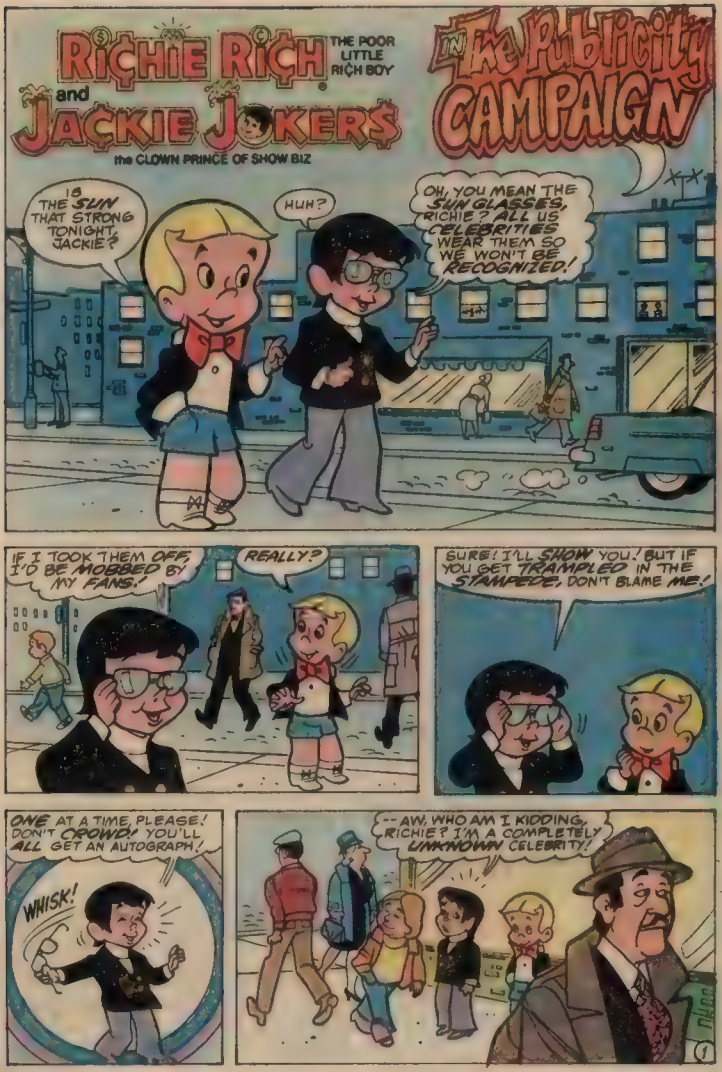
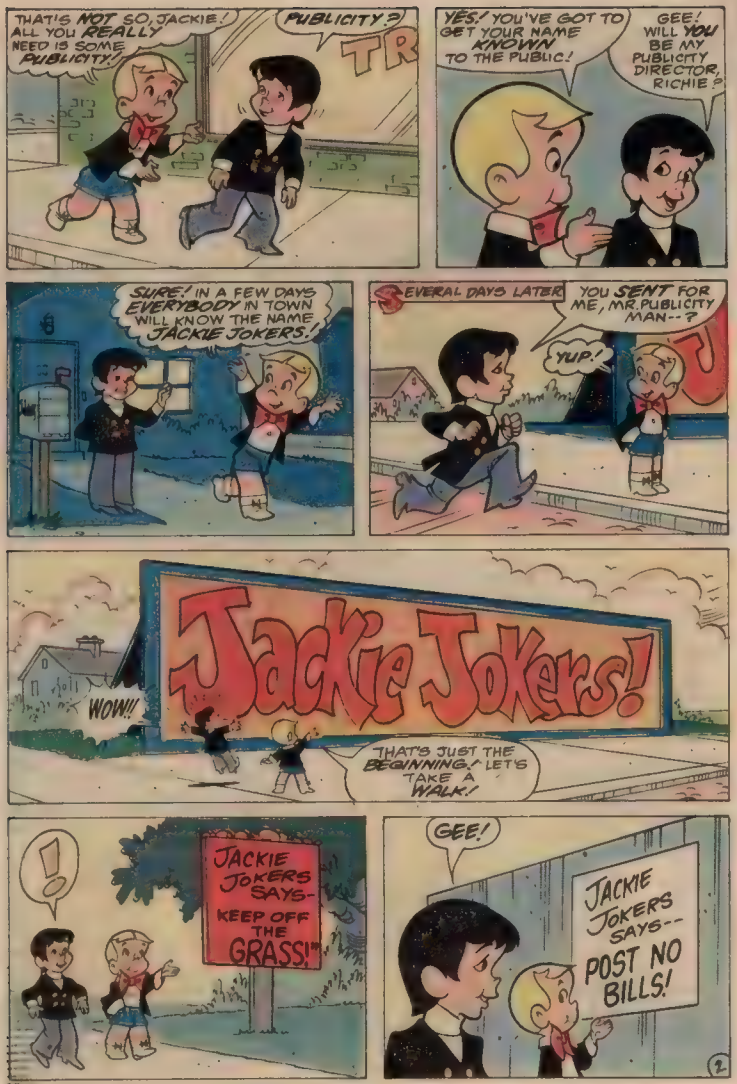
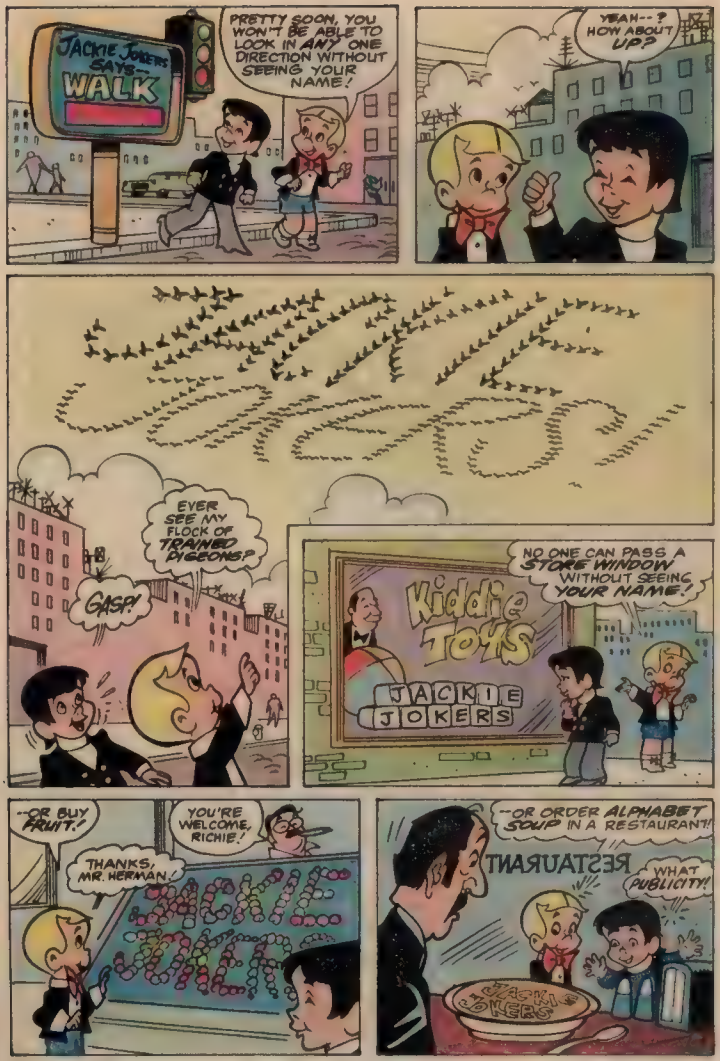
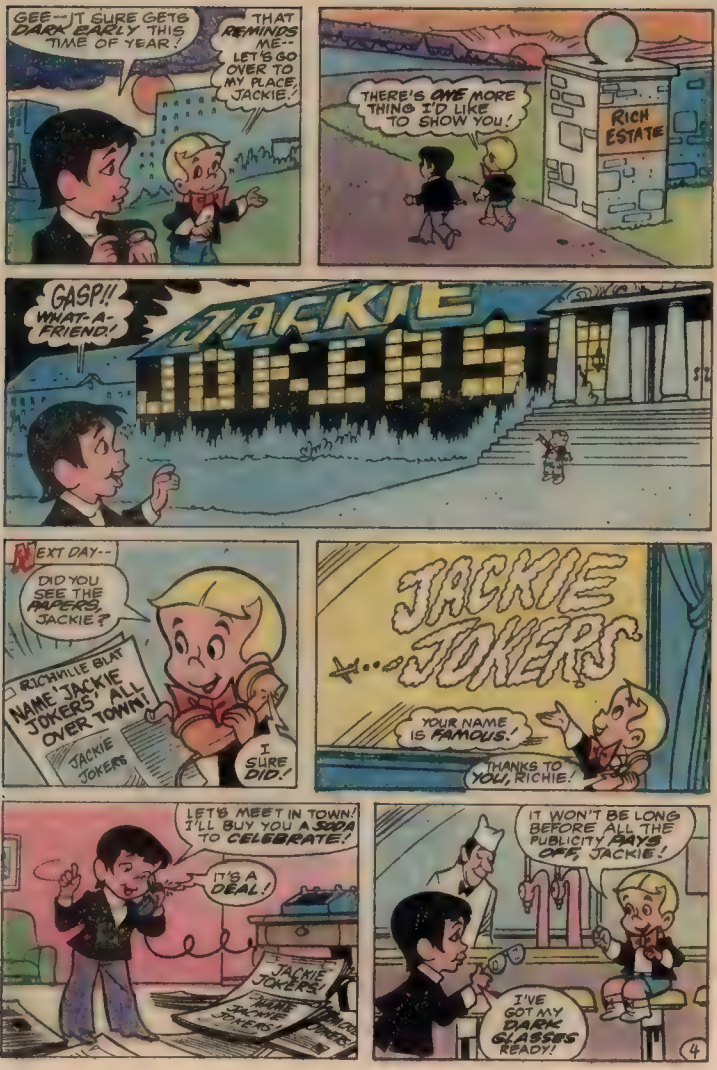
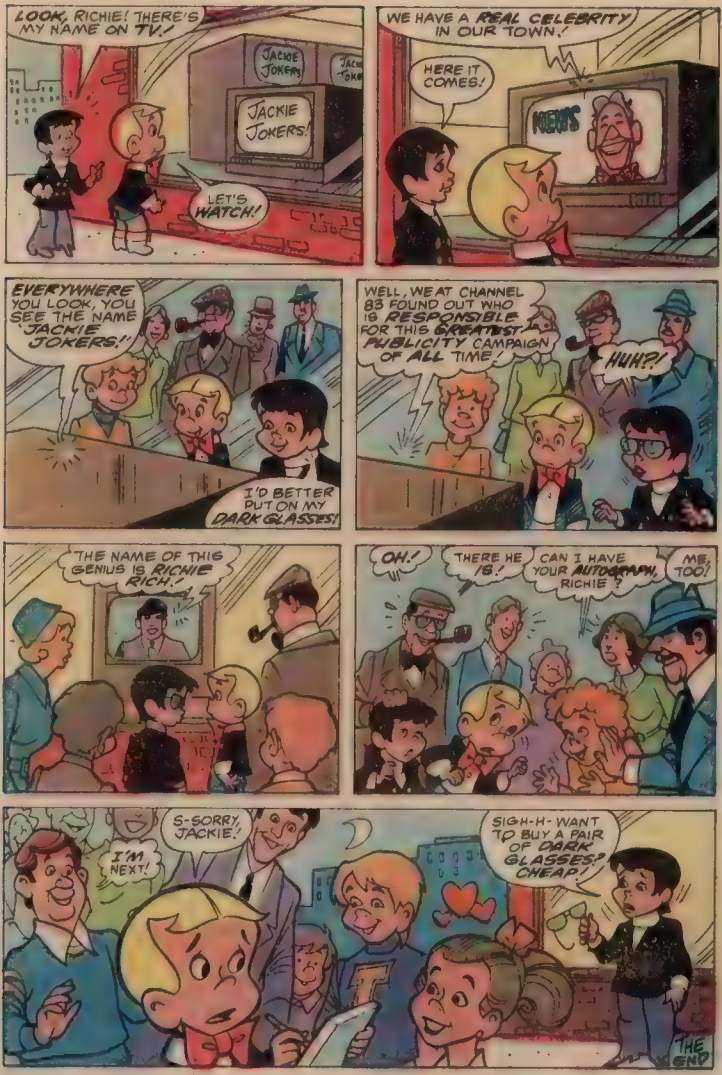
Allow 4-6 weeks for delivery


RICHIE RICH
THE POOR LITTLE RICH BOY
and
JACKIE JOKERS
the CLOWN PRINCE OF SHOW BIZ
IN The Publicity CAMPAIGN
IS THE SUN THAT STRONG TONIGHT, JACKIE?
HUH?
OH, YOU MEAN THE SUN GLASSES, RICHIE? ALL US CELEBRITIES WEAR THEM SO WE WON'T BE RECOGNIZED!
IF I TOOK THEM OFF, I'D BE MOBBED BY MY FANS!
REALLY?
SURE! I'LL SHOW YOU! BUT IF YOU GET TRAMPLED IN THE STAMPEDE, DON'T BLAME ME!
ONE AT A TIME, PLEASE! DON'T CROWD! YOU'LL ALL GET AN AUTOGRAPH!
WHISK!
--AW, WHO AM I KIDDING, RICHIE? I'M A COMPLETELY UNKNOWN CELEBRITY!


THAT'S NOT SO, JACKIE! ALL YOU REALLY NEED IS SOME PUBLICITY!
PUBLICITY?
YES! YOU'VE GOT TO GET YOUR NAME KNOWN TO THE PUBLIC!
GEE! WILL YOU BE MY PUBLICITY DIRECTOR, RICHIE?
SURE! IN A FEW DAYS EVERYBODY IN TOWN WILL KNOW THE NAME JACKIE JOKERS!
SEVERAL DAYS LATER
YOU SENT FOR ME, MR. PUBLICITY MAN--?
YUP!
WOW!!
Jackie Jokers!
THAT'S JUST THE BEGINNING! LET'S TAKE A WALK!
!
JACKIE JOKERS SAYS- KEEP OFF THE GRASS!"
GEE!
JACKIE JOKERS SAYS-- POST NO BILLS!
2


JACKIE JOKERS SAYS— WALK
PRETTY SOON, YOU WON'T BE ABLE TO LOOK IN ANY ONE DIRECTION WITHOUT SEEING YOUR NAME!
YEAH— ? HOW ABOUT UP?
EVER SEE MY FLOCK OF TRAINED PIGEONS?
GASP!
NO ONE CAN PASS A STORE WINDOW WITHOUT SEEING YOUR NAME!
Kiddie Toys
JACKIE JOKERS
—OR BUY FRUIT.
YOU'RE WELCOME, RICHIE!
THANKS, MR. HERMAN!
—OR ORDER ALPHABET SOUP IN A RESTAURANT!
RESTAURANT
WHAT PUBLICITY!


GEE--IT SURE GETS DARK EARLY THIS TIME OF YEAR!
THAT REMINDS ME-- LET'S GO OVER TO MY PLACE, JACKIE!
THERE'S ONE MORE THING I'D LIKE TO SHOW YOU!
RICH ESTATE
GASP!! WHAT-A-FRIEND!
JACKIE JOKERS
NEXT DAY--
DID YOU SEE THE PAPERS, JACKIE?
RICHVILLE GLAT NAME 'JACKIE JOKERS' ALL OVER TOWN!
JACKIE JOKERS
I SURE DID!
JACKIE JOKERS
YOUR NAME IS FAMOUS!
THANKS TO YOU, RICHIE!
LET'S MEET IN TOWN! I'LL BUY YOU A SODA TO CELEBRATE!
IT'S A DEAL!
JACKIE JOKERS!
IT WON'T BE LONG BEFORE ALL THE PUBLICITY PAYS OFF, JACKIE!
I'VE GOT MY DARK GLASSES READY!
4


LOOK, RICHIE! THERE'S MY NAME ON TV!
JACKIE JOKERS!
LET'S WATCH!
WE HAVE A REAL CELEBRITY IN OUR TOWN!
HERE IT COMES!
NEWS
EVERYWHERE YOU LOOK, YOU SEE THE NAME "JACKIE JOKERS!"
I'D BETTER PUT ON MY DARK GLASSES!
WELL, WE AT CHANNEL 83 FOUND OUT WHO IS RESPONSIBLE FOR THIS GREATEST PUBLICITY CAMPAIGN OF ALL TIME!
HUH?!
THE NAME OF THIS GENIUS IS RICHIE RICH!
OH!
THERE HE IS!
CAN I HAVE YOUR AUTOGRAPH, RICHIE?
ME, TOO!
I'M NEXT!
S-SORRY, JACKIE!
SIGH-H- WANT TO BUY A PAIR OF DARK GLASSES? CHEAP!
THE END

RICHIE'S DOLLAR SENSE: PENNIES FROM HEAVEN

Did you know that snow can mean money for you? It comes by itself, but somebody has to take it away.

Why not you?

You don't have to do too much, or do it all at once! Choose a few neighbors and other folks you know who could use a helping hand and clear their steps and front walks for them. Shoveling snow is a heavy job, but you can use a small shovel and take rests as you work. Your arms and back don't get tired as quickly as those of older people and you don't get out of breath as fast.

You'll be paid gladly. You are saving these people time and strength. Your time isn't as important as theirs. Therefore, it is best to decide upon a certain price, for the whole job, then you can shovel the property in as much or as little time as you like.

Make a game out of the work. Pick a spot and when you have cleaned the sidewalk up to that point, go and have a cup of hot cocoa. Have it at a snack bar, at home, or ask the folks where you are working to give it to you. Also, pile the snow in a place where you can use it to build a snowman later. Then, too, you can put the snow together into balls for a game with the kids on the block when you've finished your work.

For safety, be sure to sprinkle rock salt or sand on the shoveled steps and paths. If the people you're helping out don't have any sand or salt to spread around, suggest that they buy some and they'll thank you for your thoughtfulness.

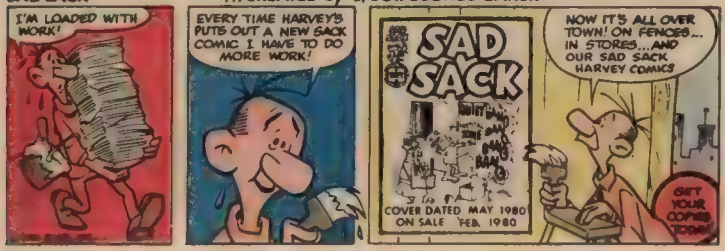
Dress for the weather! Wear heavy-lined gloves, warm, dry boots, a windproof coat, wool scarf and a hat that keeps your ears warm.

Put adhesive tape in the crease between your thumb and first finger and along the soft spots on your hands just below your fingers at the beginning of the palm of your hand. This way it is possible to stop blisters. Cold cream on your lips and cheeks will keep them from getting chapped.

It is a bother to dig out cars which have been buried under the snow. Men who must use their automobiles for going to work and women who need the car to go to the store or to take the children to the doctor, hate to have to stop to clear snow from the windshield, doors, windows, hood and wheels. You can offer to clear the snow away from cars parked out in the snow drifts and charge 80¢ or so for each car that you clean off.

The next time it snows, don't just stand outside with your tongue out catching the flakes. Let them fall and then pick them up with a shovel and carefully place in your pocket the pennies, nickels, dimes and quarters you get for shoveling the snow away.

SAD SACK ...CREATED by S/SGT. GEORGE BAKER



Little LOTTA'S FOOD FUN

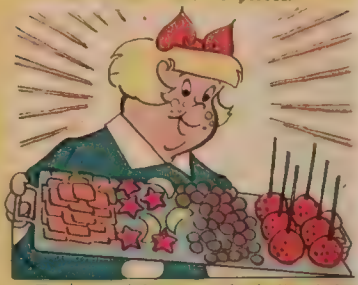
CEREAL CANDY

Cold cereal with strawberries, cream and sugar or with bananas and milk is delicious. But did you ever try eating cereal as candy? You can make your own cereal candy and it's sure worth the little effort required.

Let mom boil some water for you. Place a saucepan over the pot with the hot water. In the saucepan melt 2½ packages of semisweet chocolate pieces (2½ cups). Add ⅔ of a cup of white corn syrup and stir well. Pour in 1 5½ ounce package of crisp rice cereal. Mix until coated. Spread all this mixture out into a jelly roll or shallow pan. Cut into shapes with a fancy cookie cutter.

How does chocolate popcorn sound? Good—doesn't it? Instead of using rice cereal in the chocolate cereal cutout recipe above, use 4 cups of popped corn. Place on waxed paper after it is coated and separate the kernels of corn.

For yummy crispy squares, place a pot to rest in a larger pot that has hot water in it. In the smaller pot melt ⅓ cup of butter or margarine and ½ pound of marshmallows. Add ½ teaspoon of vanilla extract and beat thoroughly. Then put 1 5½ ounce package of crisp rice cereal in a large buttered bowl. Pour on the marshmallow and mix well. Press all of this into a greased 9" x 9" x 2" pan and spread with 2 squares of melted unsweetened chocolate — cut into squares. This amount makes about 18 pieces.



For a special treat make balls of the mixture for crispy squares and don't spread any chocolate on them. Just crush peppermint stick candy as fine as possible and roll the balls in it. Then place a wooden stick or peppermint stick into each ball to make a peppermint lollipop.

Ask mother if she will mix enough brown sugar with water in a frying pan over a low light to make a sticky syrup. Add cherries, rice or corn cereal to this and they will be covered with a molasses type of candy. Delicious!

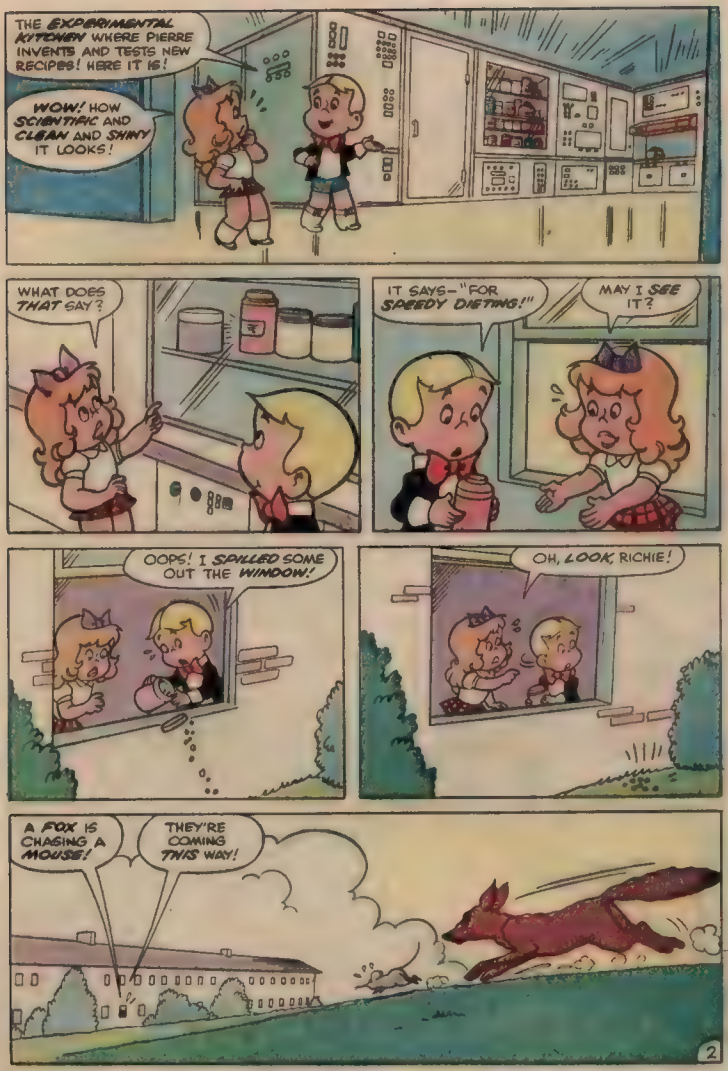
The amount of candy you eat is not as important as the kind. Cereal candy is good, but not too rich. It is good for you and fun to nibble on when you read or watch television.

The candied cereal that you make has no fattening nuts, caramels or chewy candied fruits that are known to make cavities in the teeth. Have some cereal candy!

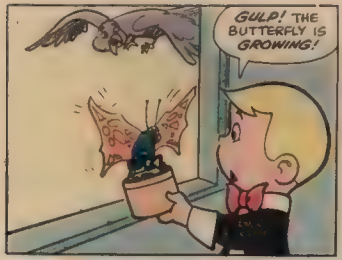
CASPER, THE FRIENDLY GHOST

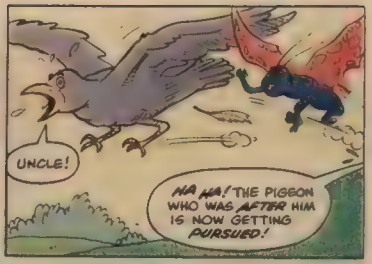
CASPER Says: LOOK FOR ME ON TV - ALL NEW NBC CARTOONS

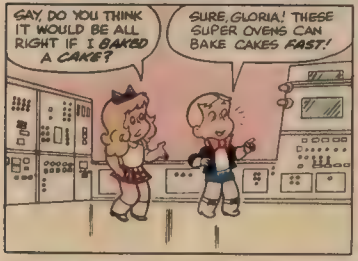
RICHIE RICH
THE POOR LITTLE RICH BOY
IN WHAT'S COOKIN'?
THERE GOES OUR CHEF PIERRE INTO TOWN TO BUY SOME SUPPLIES FOR HIS KITCHEN, GLORIA!
I'LL BET HE HAS A WONDERFUL KITCHEN, RICHIE!
HAVEN'T YOU SEEN IT?
WELL, NOT ALL OF IT!
COME ON, I'LL SHOW IT TO YOU!
ACTUALLY, THERE ARE THREE KITCHENS--
THERE IS THE ONE THAT MAKES THE FAMILY MEALS, THERE'S THE ONE THAT MAKES THE FOOD FOR BANQUETS!
AND THE THIRD KITCHEN?
1

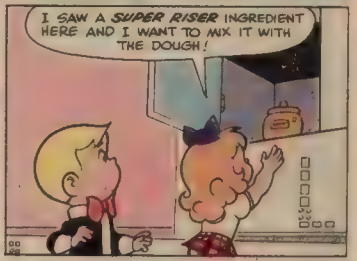

THE EXPERIMENTAL KITCHEN WHERE PIERRE INVENTS AND TESTS NEW RECIPES! HERE IT IS!
WOW! HOW SCIENTIFIC AND CLEAN AND SHINY IT LOOKS!
WHAT DOES THAT SAY?
IT SAYS—"FOR SPEEDY DIETING!"
MAY I SEE IT?
OOPS! I SPILLED SOME OUT THE WINDOW!
OH, LOOK, RICHIE!
A FOX IS CHASING A MOUSE!
THEY'RE COMING THIS WAY!

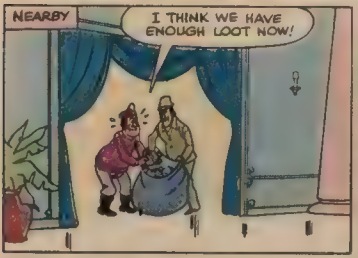
THE MOUSE STOPPED TO EAT THE DIET FOOD!
NIBBLE! NIBBLE!
GASP! HE'S GETTING THIN!
!
ZIP!
HE GOT SO THIN, HE SLIPPED THROUGH THOSE SLATS! TEE HEE!
HERE'S ONE CALLED A WEIGHT INCREASER!
IT'S FOR PEOPLE WHO ARE TOO THIN, GLORIA!
RICHIE! THERE'S A BUTTERFLY SAMPLING THAT STUFF!
3

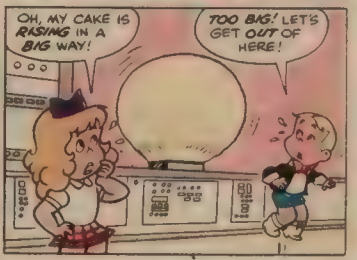

GULP! THE BUTTERFLY IS GROWING!


UNCLE!
HA HA! THE PIGEON WHO WAS AFTER HIM IS NOW GETTING PURSUED!

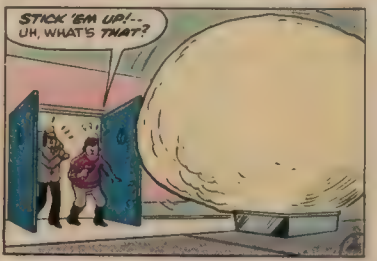

GAY, DO YOU THINK IT WOULD BE ALL RIGHT IF I BAKED A CAKE?
SURE, GLORIA! THESE SUPER OVENS CAN BAKE CAKES FAST!

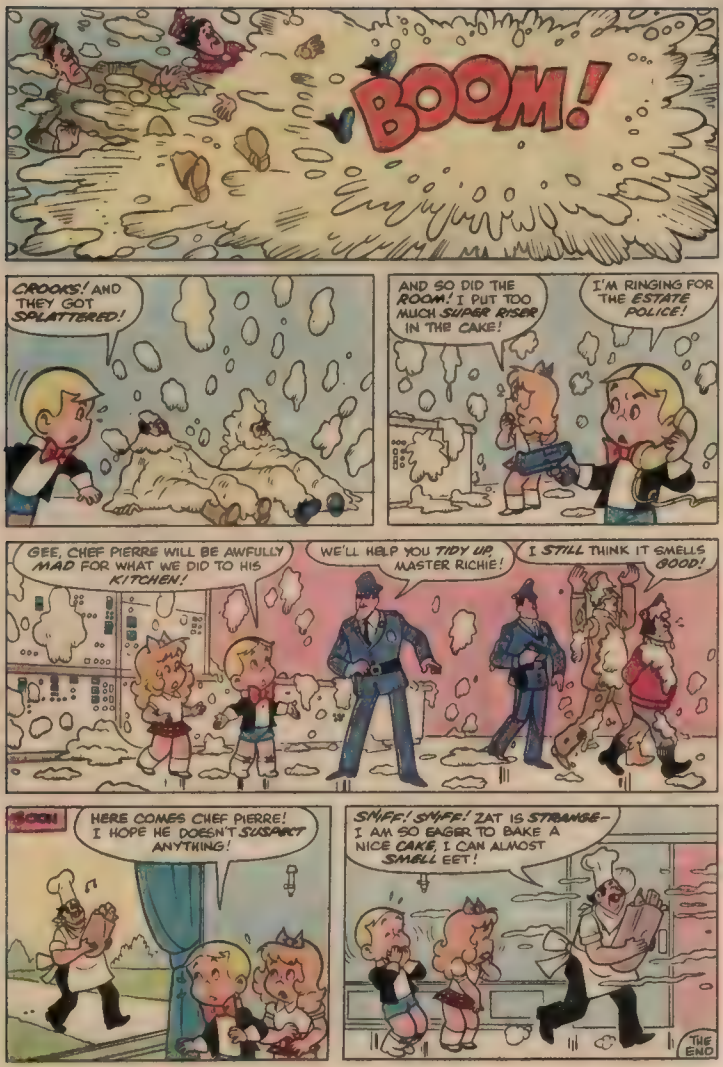

I SAW A SUPER RISER INGREDIENT HERE AND I WANT TO MIX IT WITH THE DOUGH!

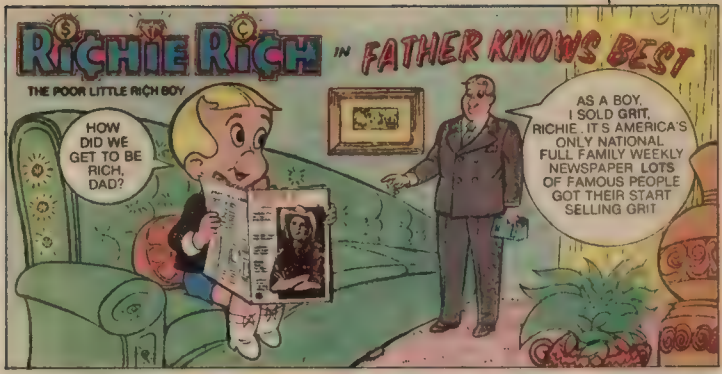

NEARBY
I THINK WE HAVE ENOUGH LOOT NOW!

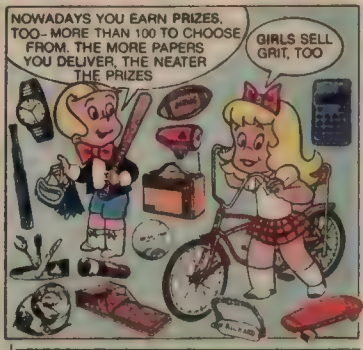

OH, MY CAKE IS RISING IN A BIG WAY!
TOO BIG! LET'S GET OUT OF HERE!

HEY, I'M HUNGRY AND I SMELL SOMETHING GOOD!
IT'S COMING FROM THE KITCHEN! LET'S GET SOME!


STICK 'EM UP!-- UH, WHAT'S THAT?


BOOM!
CROOKS! AND THEY GOT SPLATTERED!
AND SO DID THE ROOM! I PUT TOO MUCH SUPER RISER IN THE CAKE!
I'M RINGING FOR THE ESTATE POLICE!
GEE, CHEF PIERRE WILL BE AWFULLY MAD FOR WHAT WE DID TO HIS KITCHEN!
WE'LL HELP YOU TIDY UP, MASTER RICHIE!
I STILL THINK IT SMELLS GOOD!
SOON!
HERE COMES CHEF PIERRE! I HOPE HE DOESN'T SUSPECT ANYTHING!
SNIFF! SNIFF! ZAT IS STRANGE— I AM SO EAGER TO BAKE A NICE CAKE, I CAN ALMOST SMELL EET!
THE END





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